

## Lead Scoring Case Study Summary

### Problem Statement:

X Education offers online courses for professionals in the industry. The company promotes its courses on various websites and search engines such as Google. When individuals arrive on the website, they may look through the courses, submit a form for a course, or view videos. If these individuals submit a form with their email address or phone number, they are considered a lead. Additionally, the company receives leads from previous recommendations. After obtaining these leads, the sales team at X education begins contacting them through calls, emails, and other methods. While some leads are converted during this process, the majority do not result in a conversion. On average, the lead conversion rate at X education is approximately 30%.

### Business Goal:

X Education requires assistance in identifying the most prospective leads, specifically those that have a high likelihood of becoming paying customers. The company requires a system where each lead is given a lead score, ensuring that customers with higher lead scores are prioritized. Customers with higher scores are more likely to convert, while those with lower scores have a lower chance of converting. The CEO has estimated the target lead conversion rate to be approximately 80%.

### Summary:

- After evaluating Sensitivity, Specificity, Precision, and Recall as Metrics, we have determined that the ideal cutoff point for making the final prediction is 0.37.
- The test set shows accuracy, sensitivity, and specificity values of about 81%, 79%, and 82% respectively, which are roughly similar to the values obtained from the trained set.
- • The lead score determined from the data set in training indicates that the conversion rate for the final predicted model is approximately 80%.
- Therefore, overall, this model appears to be satisfactory.
- To begin with, it is necessary to identify the most promising leads from the generated pool. 'The highest contribution to the probability of a lead getting converted comes from 'TotalVisits', 'Total Time Spent on Website', and 'Page Views Per Visit'.
- • Concentrate on leads that have been converted.
- Conduct Q&A sessions with prospects to gather the necessary information about them.
- Further investigate and schedule meetings with the potential leads to ascertain their interest and mindset regarding enrollment in online courses.
- API and Landing Page Submission yield a 35-40% conversion rate, with a significant number of leads generated from them.

- Although Lead Add Form has a conversion rate of over 90%, the number of leads generated is relatively low.
- • The number of Lead Import and Quick Add From is very minimal.
- Both Direct Traffic and Google are producing a large amount of leads, which need to be prioritized for conversion.
- Welingak and Reference have higher conversion rates and should therefore be prioritized to increase lead generation.
- Conversion should be the main focus for leads coming from Olark Chat and Organic Search.
- The majority of the leads have opened emails and received SMS messages. Increased attention is needed on the opening of emails by leads.
- • The rate of conversion for sent SMS messages is exceptionally high, indicating that they should be focused on.